

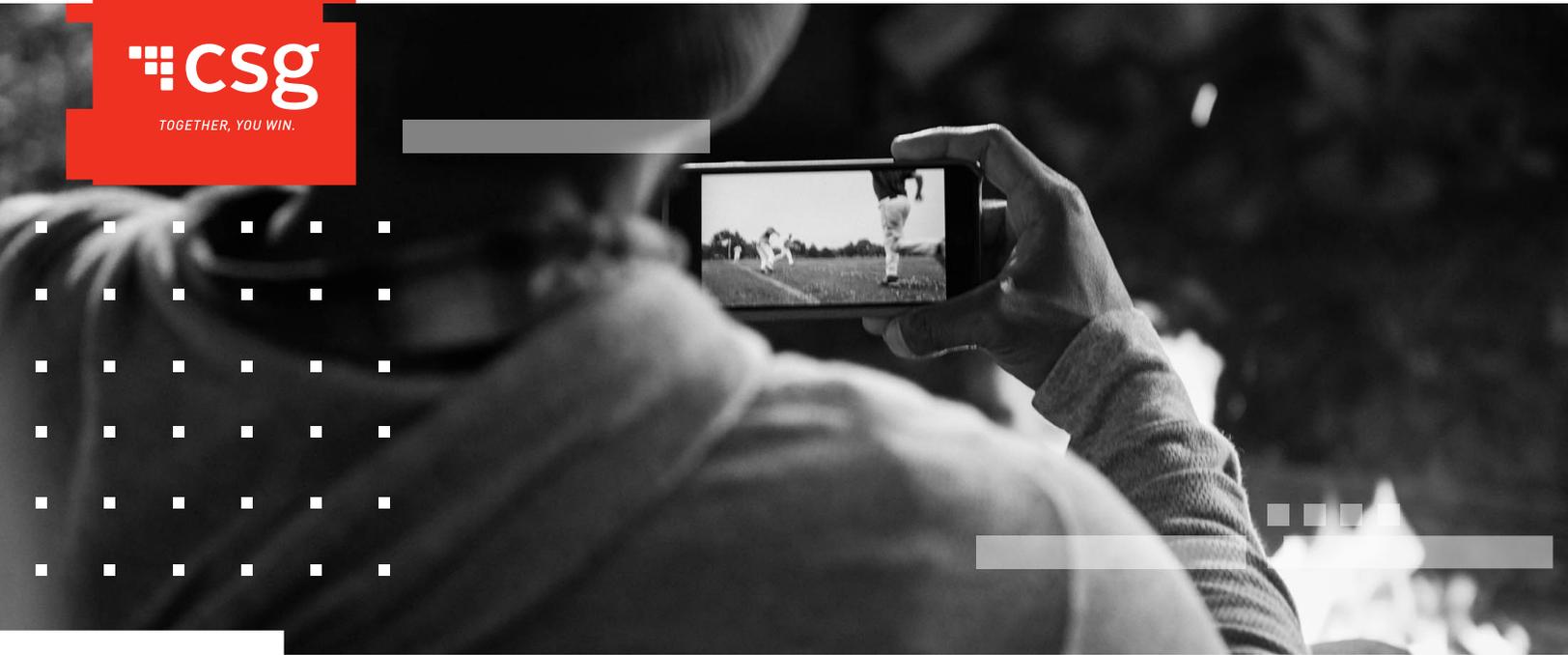


LEVERAGING VIDEO TO DELIVER AN ENRICHED EXPERIENCE

A WHITE PAPER



TOGETHER, YOU WIN.



A CRITICAL FIRST PHASE OF CUSTOMER RELATIONSHIPS: THE HONEYMOON PERIOD

Making a good first impression has never been more critical than in today's competitive communications marketplace.

Brand loyalty is less important to consumers amidst a wealth of communication service choices. Consumers today are more likely to defect and find a new service provider if their experience is less than satisfactory.

Studies show that the most critical part of delivering a high-quality experience occurs within the first 90 days that a subscriber begins service. During this period, customers are more likely to call a CSP and ask a wide array of questions, including:

- How do I check my account balance?
- What are the new charges on my bill?
- How are my services calculated?
- What discounts am I entitled to or receiving?
- What changes will appear on my next bill?
- When is my bill due?
- How do I pay my bill?

With every inquiry, the cost of customer care rises, and so too does customer frustration.

Customers want easier ways to interact with their CSPs, and they want meaningful communications that eliminate confusion. CSPs want to deliver a high-quality first impression that builds brand loyalty while also reducing the costs of customer care.

The good news is that innovative new technologies can meet the needs of consumers and CSPs alike.

THE POWER OF VIDEO IN CUSTOMER COMMUNICATIONS

CSPs deploy numerous communication channels to boost customer satisfaction and drive consumers towards paperless adoption.

COMMUNICATING WITH CUSTOMERS HAS BECOME MORE DYNAMIC AND MORE PERSONALIZED THAN EVER BEFORE. HOW CAN COMMUNICATION SERVICE PROVIDERS ENHANCE THEIR EXISTING EFFORTS WITH THE LATEST TOOLS?



Paper statements, biller direct websites, email bills, mobile apps, and payment kiosks all help operators achieve these goals. Studies show that not one single communication channel is more effective than another. Rather, it is the integration of multiple approaches that proves most effective.

While there is no one-size-fits-all approach to customer communications, new technologies can easily augment existing channels. Adding video bills to email, for example, is another effective way to improve the customer experience.

Why does video work? Research suggests that augmenting existing customer communications with video solves five key challenges associated with the first 90 days, including:

- **Demystifying a customers' first statement.** Video gives CSPs the opportunity to deliver a highly personalized, line-by-line video explanation of key elements of a customers' first bill. Studies show that 20-35 percent of subscribers that receive a video-enabled bill watch the video, and those subscribers that watch are between 9 percent and 25 percent less likely to call the call center
- **Lowering costs.** CSPs who use video experience a 3-8 percent reduction in call handle times and fewer call center inquiries overall. This lowers the initial costs of customer care significantly
- **Personalized communications.** Because videos are created in real-time for each subscriber and personalized to include their name, account information, usage details and services based on their unique history, subscribers are more likely to actually view the video. Surveys show that upwards of 90

AUGMENTING CUSTOMER OUTREACH AT CRITICAL STAGES WITH PERSONALIZED, REAL-TIME VIDEO CAN REDUCE CALL CENTER VOLUME, INCREASE PAPERLESS ADOPTION, BOOST MONTHLY CUSTOMER SPEND THROUGH UPSSELLS, AND RAISE CUSTOMER SATISFACTION.

percent of subscribers who received a video bill found it very helpful

- **Increases upsell opportunities.** Video can help consumers see first-hand the value of new services. The use of video has proven to produce a 1-3 times higher conversion rate on marketing offers and uptake on value-added services
- **Reduce churn.** Many subscribers cite “bill shock” on their first bill as a primary reason for cancelling service within the first 90 days. Adding video communications in this critical period is proven to deliver a 3-7 percent reduction in a CSP’s churn rate for those customers that view the video bill

CSG'S POINT-OF-VIEW

Helping customers navigate services, billing statements and other questions in the first 90 days requires an integrated and holistic approach.

CSG recommends the following best practices as CSPs explore ways to enrich the customer experience:

- **Assess First 90-Day Strategies.** The first step towards more effective customer



communication is understanding what is already being done—and how successful those strategies are. Understanding the priorities for reducing billing-related calls and existing 90-day initiatives will help a CSP better identify the potential gaps. Armed with that information, CSPs can develop and deploy a video strategy to pinpoint the most prevalent problems

→ **Obtain the First 90-Day Metrics.** CSPs must take a hard look at customer interactions within the first 90 days of initiating service to understand key trends and opportunities for improving interactions. For example, understanding the customer churn rate within the first 90 days and how it relates to the number of billing-related inquiries and other requests can help precisely pinpoint the issue. In addition, CSPs should know factors such as:

- What percentage of calls occur before a customer receives their first bill?
- What percentage of calls occur during the first 90 days?
- What is the cost per call for bill-related inquiries?

- What is the average length of a bill-related call?
- What percentage of customers already use paperless billing channels?

→ **Measure effectiveness.** It's just as important to measure how effective video is in reducing the key challenges identified in a CSP's pre-video assessment. First, understand the current business state, then use that information to determine how—and where—video is making a difference. With that information, CSPs can better pinpoint the most effective strategies for addressing the most critical issues

→ **Incorporate Video into Existing Communication Channels.** CSG believes that the best approaches are those in which a CSP can rapidly deploy new tools such as video in a short period of time and within existing applications. The good news is that video bill technologies can be easily integrated into existing email and other digital communication applications—and they can be deployed in as little as 60 days. Find solutions that do not require a “rip and replace” strategy but instead augment existing investments

ABOUT CSG

CSG simplifies the complexity of business transformation in the digital age for the most respected communications, media and entertainment service providers worldwide. With over 35 years of experience, CSG delivers revenue management, customer experience and digital monetization solutions for every stage of the customer lifecycle. The company is the trusted partner driving digital transformation for leading global brands, including Arrow, AT&T, Bharti Airtel, Charter Communications, Comcast, DISH, Eastlink, iFlix, MTN, TalkTalk, Telefonica, Telstra and Verizon.

At CSG, we have one vision: flexible, seamless, limitless communications, information and content services for everyone. For more information, visit our website at csgi.com and follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#).